

371
Col. Horatio B. Hackett,
Director of Housing, P. W. A.,
Washington, D. C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 9

DETROIT, MICH., FEBRUARY 5, 1935

No. 6

M. S. A. CONVENTION PLANS FORMING

Clair W. Ditchy, president of the Michigan Society of Architects, last week announced the appointment of G. Frank Corder as chairman of a committee to plan the twenty-first Annual Convention of the Society.

The Convention, to be held on March 15th and 16th, will be during the Detroit and Michigan Exposition at Convention Hall, March 9th to 17th.

Plans for this "Little World's Fair" are rapidly materializing and although the Exposition is five weeks away more than half of the 200,000 square feet of space has been allotted. Indications are that the demand will exceed the supply.

According to the announced plans of the Advisory Council the Exposition will present an amazing picture of building, industry, agriculture and education. The stereotype exhibits will not be seen but instead animated exhibits with the theme "Everything Moves" will be presented.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, February 5th, 12:30 p. m.

With this added attraction it is expected that attendance at the MSA Convention will far exceed that of any former year. The Exposition will contain a section devoted to Building and Home Construction, in which architects will play an important part. They will have an information booth which will be in accord with the spirit of the Exposition. Instead of pictures on the walls there will be actual examples of good and bad construction, demonstrating that the architect is interested in something more than just blue prints. There will be available information on financing and other services on which the architect can be of use.

A suggestion has been made that a seal of approval issued by the Detroit Chapter, A. I. A. and the M. S. A. be displayed on the booths for approved materials.

Just prior to the convention two dilapidated houses will be moved from the site of the new Parcel Post Building and placed on Washington Boulevard. One will be renovated as a demonstra-

ARCHITECTS GUESTS OF CELOTEX CO.

The regular weekly architects' luncheon was held last Tuesday at the Detroit Leland Hotel instead of the Aztec Tower. This was at the invitation of The Celotex Co.

Some twenty architects attended and following luncheon Clair W. Ditchy, president of the Michigan Society of Architects presided at a brief meeting of the Society.

Mr. Collins of The Celotex Company explained the purpose of the meeting by saying that his company was interested in having their materials used in such a way as to insure a satisfactory job. He stated that often times companies, including his own, had depended upon beautifully prepared booklets to furnish architects with information for specifications. The results were often disappointing because the materials were not properly installed. The speaker stressed the point that a good job should cost no more than a poor one except in the exercising a little care.

Mr. Collins stated that the Celotex Company exercises supervision over the installation of their materials and the service costs nothing. He urged architects to make use of this service when writing specifications or supervising such work.

After Mr. Collins' talk the meeting adjourned to the Celotex display next door to the hotel, where many examples of the various types of their materials were constructed in panels, showing a broad range of design and treatment.

This appears to be an excellent way to illustrate the proper and improper use of a material, all of which is most helpful to the architect.

ANNOUNCEMENT

The J. L. Hudson Company announces an exhibition of water colors by Henry F. Stanton, A. I. A., Fine Arts Galleries, Eighth Floor, February 4 to 16, 1935.

The committee in charge of this project consists of Branson V. Gamber, chairman; W. Allen Wright, Ralph Shreve, Mason Rumney, Charles Kelly, E. J. Brunner and Henry Otis.

With the added interest in housing and the prospect that it will lead the building industry back to normal, the Twenty-First Annual Convention should be the best in our history.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
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 439 Penobscot Bldg., RANDolph 5500 Edited by E. J. Brunner

DEMONSTRATION HOUSE, DOWNTOWN DETROIT

EDITOR'S NOTE: We regret to state that the editor of this page, Mr. E. J. Brunner, is confined to his home with a slight illness. We hope it is very slight and that Ed will be back next week.

In the interim we take this opportunity to conclude an article on Detroit's first Demonstration House which was placed in Grand Circus Park. In view of coming events we take stock of our early endeavors.

(Continued from Last Issue)

The circular distributed at the house bore a picture and the legend, "Why this house is here." It told briefly that the house was 60 years old, that it had been condemned as unfit to live in. It could not be rented or sold. It pointed out that in its reconditioned form it would attract many tenants, buyers, but that it was not for rent or for sale but to demonstrate what could be done with a little money. It extolled the merits of modernization to prevent depreciation, to give employment in the building trades and told how that would affect other industries.

Another duty of the Information Committee was to provide signs of an informative nature, telling the purpose of the movement, who did the work, etc. Everyone contributing materials or labor was permitted a uniform sign on his product. In addition there were signs prepared by Clair W. Ditchy, A. I. A. and Frank H. Wright, A. I. A. declaring that "This house was haunted by neglect, look at it now!" "60 years on Dalzelle Street, three weeks in Grand Circus Park—Whoopie!" "Erected 1872, Resurrected 1932. The first 60 years are the hardest." "Going, going, gone"—the gone crossed out and underneath, "We saved it"—(apologies to Herpicide). And many others.

Mr. Wirt C. Rowland, who is responsible for many of our most inspiring skyscrapers served on the Information Committee and declared it fully as enjoyable as an ice cream sociable or a Sunday school picnic.

Publicity

Architects, as a whole, have been criticized as being poor publicists. With the aid of the Detroit newspapers we learned a great deal about publicity during this campaign. We learned that the newspapers were not averse to printing news about architects—provided it is news. In order to get in the papers every day, however, they told us we would have to have something new every day. There was to be no re-hashing of the same old

story. There was no difficulty on special occasions, when important officials were present, or on Pioneers Day when notables of that organization told what happened in Grand Circus Park 50 years ago. The awarding of essay prizes made a good story, and so on.

This has led us to believe that a program should be arranged ahead of time with special events for different days. For instance there might be an Automobile Day or a day devoted to any other industry, with leaders telling how a revival of the building industry would affect their business. There is an almost unlimited field to work on, and the public is always interested in what leaders have to say.

Although hastily planned, we did, however, get excellent cooperation from the newspapers. Publicity ranged all the way from an eight column head with mat of pictures to squibs by columnists. The Department of Street Railways, in their leaflet called "The Service News" and distributed to hundreds of thousands of car riders, called attention to the house and the purpose of the campaign. Various humorous squibs appeared in other publications. "The City Planner," officials organ of the Detroit City Plan Commission, praised the movement and proposed rehabilitation of a block as a further demonstration.

Mr. H. A. Harrington, of the Detroit Board of Commerce in his talks on the radio added impetus by telling why the public should be interested. The response to this publicity was amazing, from matrons in limousines to white wings who parked their carts long enough to go through the house. There were policemen who wanted a porch and bus drivers who had a summer cottage to be remodeled.

One incident which was the subject of much fun by columnists had to do with the mason work, which was in charge of N. Chester Sorenson, A. I. A. Mr. Sorenson, having served his apprenticeship as a mason, donned his overalls and laid the bricks himself. Mr. Tracy B. Augur, in charge of land-

(Continued on Page 4)

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clusion drawn was that the "prospect" was merely checking one project against the other.

While the movement was started chiefly to stimulate employment everyone interested expressed satisfaction with results. Building Department figures showed permits for alterations during July almost double those for new work and double other months of the year. Mr. Joseph P. Wolff, Commissioner of Buildings and Safety Engineering attributed this increase to the modernization campaign.

What the Architects Get Out Of It

Had the architects received nothing more than the publicity attendant upon a civic movement to increase employment they should feel amply repaid. For the architects to make the front page from day to day was something new and for them to interest themselves in so human a thing as the small alteration was almost unheard of. But there were other and more tangible results. The architect in charge usually took down the names of from ten to twenty prospects per day. While the work involved was generally small, requiring only some labor and materials, seldom was there fewer than three or four on which an architect could be of service. One architect got a most desirable commission for remodeling a good sized down-town building, another a complete alteration to a four-story building, and so forth. Street widening projects now in progress will probably result in other work going to architects which was lost to them before.

Criticism

While most of the reactions were heartily favorable to the movement, there was the occasional crank who tried to find fault. "Letters to the Editor" expressed regret that our beautiful parks should be so desecrated, that the taxpayers' money should be so wasted. One question often asked had to do with the total cost of the improvement. This was generally leading up to the statement that a new house could be built for less, that it was poor business to lead the public to believe that they could save money by such an operation. Such a question could be best answered by asking a question—"Do you understand the purpose of the movement?" Primarily it was to stimulate employment. Of course, not one cent of the taxpayers' money was spent, and as for the total cost of the operation none was ever available. At no time did the architects recommend that an owner do all of the things that were done in this house. In the first

place a 60-year-old, condemned house was selected as the worst example. It was cut into three parts and moved three miles. This alone would be prohibitive. When the house arrived it was in such condition that it was necessary to make almost a complete new job, except for a portion of the outside left for contrast. The point of doing so much work on it was to be able to give unit costs on a porch, a terrace, a bath room or anything an owner might want, a practical application of what can be done with proper direction. One visitor went away in a huff because Detroit products were not used throughout. Our problem was to find concerns who were public spirited enough to supply their products without cost, and further there is no line of plumbing fixtures, for instance, made in Detroit. In no sense was the work held out as an architectural gem, or "model house." It did, however, serve its purpose well.

Conclusions

Observations of those architects who serve indicate there has been nothing in the park more hu-

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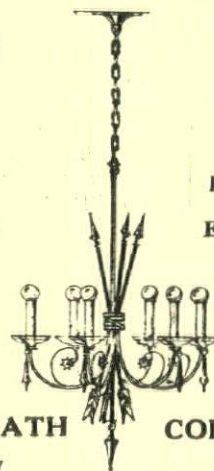
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DEMONSTRATION HOUSE

(Continued from Page 2)

scaping, was chatting with a friend on Woodward Avenue when along came Mr. Sorenson dressed as a laborer and carrying a trowel. "Just look at that," said Mr. Augur's friend. "Isn't it a shame? There is one of our leading architects working as a stone mason."

Disposition

The question of what to do with the house after the campaign was an interesting one. Suggestions ranged all the way from a raffle or auction to a bomb by the Communists. So much publicity had been given the movement that there were plenty of prospects for a sale, but for the physical difficulties of removing it in one piece and avoiding traffic congestion. One young man approached Mr. Malcomson with the proposal that he would buy the house, provided he could make a satisfactory deal, and be married on the front porch on the closing day. Mr. Malcomson inquired if he were sure of the girl and he said, "Well, I've got two on the string and I can't miss on both of them."

On August 1 exhibitors were on hand to remove their fixtures, and the original wrecker, who had arranged to take the condemned building from Dazelle Street, was given the job of removing the Demonstration House from Grand Circus Park. His compensation was the salvage. Before the work of dismanteling could proceed it was necessary to find some way to stop the people from going through. The superintendent got the bright idea of putting up an admission sign, but even this failed to produce the desired effect.

Results

While it was expected that the full effects of the campaign would not be felt until after its close, many small alteration jobs were secured on the spot by those engaged on the work. Mr. A. S. Douglass, Chief Engineer of the Detroit Edison Company, who contributed generously, relates that he himself was stimulated by the movement to make improvements to his own house. Within a short time three of his neighbors did the same, which is an example of what happens in a community once the idea gets started.

The Detroit Trust Company reported that as a result they had decided to modernize 25 houses which they had for rent or for sale. As each house was begun a large sign announced that "This house is being MODERNIZED, etc." They sent out hun-

dreds of thousands of circulars about their MODERNIZED homes and the word came prominently into play. The officers and directors of a large bank in Lansing visited the house with the view of modernizing some of their buildings, and many other similar organizations in Detroit and for miles around became interested. The name of one inquirer from Jackson was forwarded to William H. Reid, Jr., A. I. A. in charge of a similar project there. The address was found to be just around the corner from their Demonstration House, and the con-

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ARCHITECTS' REPORTS

Burrows, Marcus R., 415 Brainard, TE 16860.—General contract for alteration to residence for Emmet F. Conely, Grosse Pte. Farms, let to S. Harcus & Son., plumbing and heating to Cameron & King.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington, week of February 4.

Diehl, Geo. F., 120 Madison Ave., CH. 7628.—Contracts let on 3rd floor alteration to May's Millinery Shop, 1051 Woodward Ave. Plastering—N. DeCample; store fixtures, Frank M. Pauli Fixture Co.; electric wiring, Checker Electric Co.; aluminum doors, J. F. Moynahan & Sons; sprinkler work, Detroit Independent Sprinkler Co.

Same.—Bids on Allen Shoe Co., alteration to 1st floor and basement at 1051 Woodward Ave. were received at Chicago Feb. 1st.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis, ready for figures Jan. 25. Bids by invitation.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward, ready Jan. 31. Bids by invitation.

Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

Harley & Ellington, 1507 Stroh Bldg., RA 9030.—Contract for Wooden Cooperage for Goebel Stock House, let to Johnson & Carlson, Chicago, Ill., electric wiring Kuehne Electric Co., refrigeration Viller Mfg. Co.

Jameson L. B., 8581 Jos. Campau, MA. 9672.—Preparing plans for addition to undertaking parlors, 12057 Gratiot. Bids will be asked about Jan. 30th.

Same.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

Kuni, Wm. H. Inc., CA 8550.—Contract for ornamental Plastering for Alpena Court House, Alpena, Mich., let to Detroit Decorative Supply Co.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward.

Same.—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

Lane, Davenport, Inc., 610 Donovan Bldg., CH.

6747.—City Hall, Benton Harbor, Mich., under construction.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Preliminary sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, completed about Feb. 5.

Same.—First section of work, Woodward Avenue Baptist Church, foundations, barricades, etc., out for bids which are due Feb. 1. Remainder of job will be ready in about two months.

Tilds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Remodeling of Brewery, Davenport, Iowa. Work under construction.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in February.

Same.—Plans for 3 store building, 60x60, Woodward Ave., ready Feb. 15.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Heating and plumbing on Dormitory C of Michigan Home and Training School let to Eames & Brown, Pontiac, Mich.

Same.—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

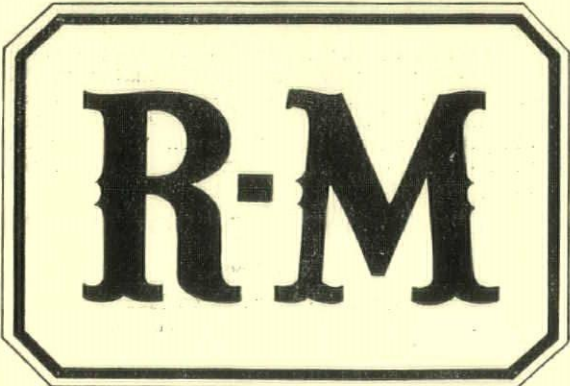
Wright, Frank H., 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Revising plans.

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man than the Demonstration House, not even the statues; nothing more eloquent, not even the Communists. The greatest regret was that it had to come on an end, the feeling being that something should be done to make it permanent, in the form of a home builders' clinic, or at least an annual affair.

Undoubtedly, the greatest factor of success was the location. In such a venture, of course, the advantage of a visible demonstration has been proven. The prospect's feeling, seeing, experiencing the thing is greatly to be desired over an exhibition of pictures. Then when this is taken to the people, so they can step right in from the sidewalk in the heart of the city, rather than inviting them out to a subdivision, the combination can hardly be better. While the work of our publicist was excellent, results could have been far better by more cooperation on the part of architects, with a series of articles carefully prepared in advance, giving different view points on the advantages of modernization. Our campaign just grew, with no time to plan ahead, consequently, we discovered too late many overlooked opportunities. As an example, the famous Thurston was playing in Detroit at the time. A good newspaper story, lending itself to pictures, could have been obtained by having the magician visit the house to learn a little magic first hand.

Had some way been planned to move the house intact, the entire campaign could undoubtedly have been financed by its sale. In that way the firms displaying movable fixtures, instead of paying for the privilege, would donate the fixtures.

One of the greatest sources of satisfaction to the two architectural organizations was that the venture brought out architects who were seldom if ever seen at meetings. It formed a new stimulus, a common ground which was of vital interest to them. This alone would have made the campaign well worth while. Architects forgot their individualism and found it paid.

All hail to William George Malcomson, the "Grand Old Man of Architecture," who with Mrs. Malcomson during the campaign celebrated his Golden Wedding Anniversary, and received two bags of mail from friends all over the United States.

THUMB TACK CLUB ATELIER

On Monday evening, February 4th, at 7:30, Mr. Crowther will conclude his series of lessons in Perspective Presentation by directing the working out of a problem designed to include all of the important points discussed. Each member will be given blue prints of the problem so that the layout of the perspective will involve the same conditions.

All those who have attended these lectures are urged to try this summation of the principles they have studied throughout the series.

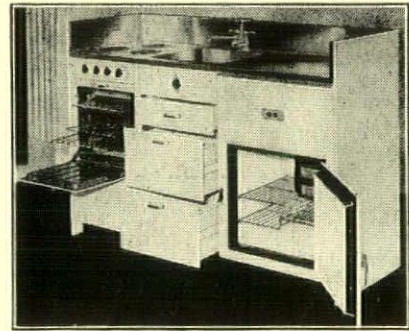
TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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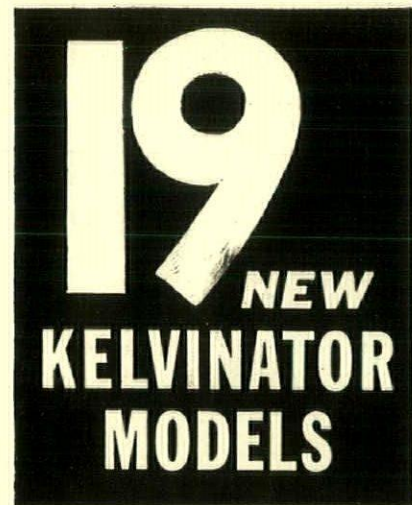


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WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 9

DETROIT, MICH., FEBRUARY 12, 1935

No. 7

SORENSEN CHAIRMAN CONVENTION COMMITTEE

N. Chester Sorenson, member of the Board of Directors of the Michigan Society of Architects, has been named as general chairman of a committee on arrangements for the Society's Twenty-first Annual Convention to be held in Detroit on March 15th and 16th.

The appointment of Mr. Sorenson was announced last week by Clair W. Ditchy, president of the Society. Sorenson succeeds G. Frank Cordner, original chairman who has since accepted an appointment which will take him out of the city most of the time.

The exact locale of the Convention has not been determined but details are rapidly progressing. It is expected that within a few days President Ditchy will announce the chairman and personnel of various committees to be in charge of the program.

renown will be the feature at the principal event of our Convention.

The Detroit and Michigan Exposition, a non-profit enterprise under the management of the Detroit (Continued on Page 4)

LA FARGE TO SPEAK HERE

Mr. C. Grant LaFarge, F. A. I. A. of New York, will deliver an illustrated lecture on the subject "Architecture and the Industrial Arts in Relation to Education and the American Public," at 8:30 p.m., Thursday, February 14, at the Detroit Institute of Arts, small auditorium.

Mr. LaFarge is touring the United States for the Committee on Education of The American Institute

SPECIAL NOTICE

The Tuesday luncheon meeting of February 19th has been officially designated as the February meeting of the Michigan Society of Architects for the purpose of electing a members' nominating committee to prepare a slate for officers and directors of the Society. President Ditchy will at that time announce the appointment of his nominating committee. It is the duty of these committees to prepare separate and distinct lists of candidates for the various offices.

It is hoped that a representative attendance at this meeting will result.

The Detroit and Michigan Exposition, to be held here at Convention Hall, March 9th to 17th, are co-operating to the fullest extent toward making this the most successful convention in the Society's history. Friday, March 15th will be designated by the management as Construction and Home Building Day, with the architects holding the reins of the Building and Home Construction section of the Exposition. That evening, a speaker of national

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, February 12th, 12:30 p. m.

of Architects and this lecture has been arranged in Detroit under the joint auspices of the Detroit Chapter, A. I. A., the Michigan Society of Architects, and the Detroit Institute of Arts. The lecture is open to the public.

A dinner will be served for member architects and their ladies and friends at 6:30 at the Wardell Hotel for the price of \$1.00. Reservations must be in the hands of your committee Wednesday, February 12. No further notice will be sent. Those who expect to attend should notify Mr. Hyde for reservations.

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 439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Slum Clearance Project

Detroit's rehabilitation project will run in total to over five million dollars of construction. If this is let in only two or three huge contracts, there is not the fruits to be expected for Detroit's construction industry which could be expected if the work were divided into approximately twenty projects each to be bid upon by competitive bidding.

As a matter of fact, if the work is centered into three huge contracts, there are few contractors in Detroit who would be able to bid, and the likelihood would be great that some outside firms would get all the work. Whereas if the work is divided into a greater number of projects not only will more Detroit contractors be able to bid but there would be less attraction for outside firms to compete.

The slum clearance project is being undertaken as a recovery measure. For one thing it is being undertaken to put men to work. For another thing, to revive industry by all its direct and indirect effects. For another thing, to furnish an actual push toward better social conditions.

So far as putting men to work is concerned, it does make a difference whether or not Detroit business men get the job, because whoever gets the job will impose his own skeleton organization on the job and it is a fact that many good superintendents and job men in Detroit are actually living on charity or are walking the streets looking for jobs. This sets off the argument that no matter who gets the job the great bulk of workers will be the same anyhow, for it is extremely important to Detroit that as many of the "skeleton organization" as possible be recruited in Detroit.

Now let us examine the possibilities of the project as a means of reviving industry. Clearly, it will be greatly advantageous to have Detroit contractors get all chance possible to do the work, because for them to get the work means stimulation not only of the business of the successful firms but stimulation to many firms of sub-contractors and stimulation to many local material and supply vendors, all of these being Detroit taxpayers and buyers in Detroit. This is so because it is invariably true that if a general contract is let locally more local sub trades and materials are successful in getting placement on the job. We need only refresh our minds on the details of construction of the Federal Building to see how true this is.

The buying power resident in the turn over of moneys expended in construction of these projects will produce far more effect if concentrated in Detroit than if dissembled here and there throughout

the country. Neither do we lack good claim to having this buying power concentrated in Detroit for the very good reason that so far we have received nowhere near our proper share of PWA and other "priming the pump" moneys.

While the Detroit slum clearance project is Federally financed, nevertheless it is set up as a self-liquidating project which means the money must be earned in Detroit. Taken through the years, Detroit will pay and pay—and not the taxpayers of some other city. This fact alone makes it distinctly equitable that the possible benefits of turn-over of the moneys should be concentrated in Detroit. Of course, there is no way to limit the bidding to Detroit concerns. All which can be asked is to have the project so set up that a number of Detroit contractors will be eligible to bid. The rest is distinctly up to us.

The possible argument that it would not be so economical to divide this construction into twenty or more contracts is not without perfectly logical answer. The savings from letting it all in one contract over splitting it would lie, for one thing, in less overhead organization. IN OTHER WORDS, NOT SO MANY DESIGNERS, SUPERVISORS, CLERICAL HELP, ETC., WOULD BE PUT TO WORK IF LET IN ONE PROJECT. But as one of the primary aims is to put men to work, that saving is not logical. Another saving would lie in mass buying. Again, this simply means NOT SO MANY SALESMEN, BOOKKEEPERS, CLERICAL WORKERS, would reap any benefit. It would mean less chance for a number of firms and their employees to sell something. It would mean fewer purchases and FROM NEARER THE SOURCE CUTTING OUT THE INTERVENING FIRMS said intervening firms, be it remembered, are part of the real make-up of any Detroit industry.

Some start has been made along the line of getting the work subdivided into a number of projects. There has been some sowing of seeds. At the present time, it would probably not do the cause any good for the industry in general to wire or write about this. But it is high time to know about it and to think over the proposition. In the meanwhile, certain steps are being taken and sometime, perhaps sometime soon, the individual firms of the industry will be called upon to help. Of course, we shall appreciate reaction to us now.

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ARCHITECTS' REPORTS

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Drawings on Dearborn P. O. submitted for approval at Washington, week of Feb. 4.

Diehl, Geo. F., 120 Madison Ave., CH. 7268.—Bids on Allen Shoe Co., alteration to first floor and basement at 1051 Woodward Ave. were received at Chicago Feb. 1st.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Bids due Feb. 14.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward, ready Jan. 31. Bids due Feb. 11.

Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

Jameson L. B., 8581 Jos. Campau, MA. 9672.—Preparing plans for addition to undertaking parlors, 12057 Gratiot. Bids will be asked about Jan. 30th.

Same.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—City Hall, Benton Harbor, Mich., under construction.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward ready Feb. 8.

Same.—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Mueller, G. A., 1346 Broadway, RA. 3763.—Contract for steel tank for Voight Brewing Co. let to Central Boiler Works.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Preliminary sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Contract for foundation on Woodward Avenue Baptist Church let to W. E. Wood Co. Contract for wrecking front of building let to Joyce Wrecking Co. Contract for alteration and reconditioning of Church House let to James A. Moynes & Co.; plumbing and heating same building let to Donald Miller Co.

Tilds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Remodeling of Brewery, Davenport, Iowa. Work under construction.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in February.

Same.—Plans for 3 store building, 60x60, Woodward Ave., ready Feb. 15.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Plans for alteration to Help's Dining Room, Michigan Home and Training School, Lansing, Mich. finished.

Same.—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

Wright, Frank H., 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Postponed for about a month.

TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.


Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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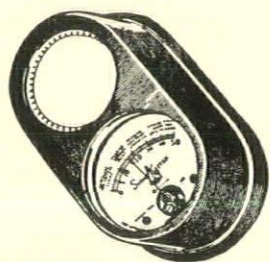
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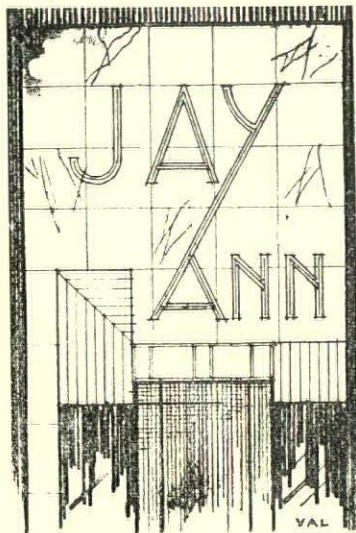
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(Continued from Page 1)

Convention and Tourists Bureau and sponsored by the Federal Housing Administration, is an opportunity of a lifetime to show what Detroit and Michigan are contributing to the world of art, industry, education, building, etc.

The management have consented to have the booths in the building section designed according to a uniform scheme and have offered prizes of \$25.00, \$15.00 and \$5.00 to young draftsmen and students who enter the competition. Members of the Thumb Tack Club of Detroit and architectural students in Detroit have been invited to compete. A jury of architects will be named to judge the designs on the evening of the 13th. A program and further information may be secured through Mr. Malcolm Stirton of the Thumb Tack Club Atelier, American Radiator Building.

Forward Michigan

The slogan, "We Serve the World," was adopted by the Advisory Council of the Detroit and Michigan Exposition several months ago, but Leslie C. Hughes-Hallett, British Consul, has attached a new significance to the Exposition—that "the world serves Michigan" as well.

Hughes-Hallett, who has been active as a committeeman for the Foreign Trades Day programme of the Exposition, declared he favored the general purpose of the "Little World's Fair" to show that Michigan served a world market, but there was also another picture to be presented. He said:

"Detroit and Michigan have been a focus of world attention largely as the center of manufacture and export of the American automobile. Well-earned fame has come in abundance on this account.

"The picture, however, has another side—about which little has been said. Its other side is the growing importance of Detroit and Michigan as distribution centers for goods received from all over the United States and from all parts of the world. It is an old adage 'He who sells must buy'. In a state, with Michigan's population of 5,000,000, the truth of this maxim is of prime importance to its leading city. It is not strange, after phenomenal development as a manufacturing center, that realization is gradually coming that the next stage of development will be along new lines. Detroit and Michigan are logically the most important centers for the import and distribution of goods destined anywhere in the middle west.

"The relation of Great Britain and the British Empire to Detroit and Michigan in this development is bound to be a most intimate one. The United Kingdom occupies first place as a market for American products, with Canada a close second. Canada has been for years the leading source of American imports and the United Kingdom is the third.

"There is in this country always a demand for certain goods which it has not been found possible or practicable to produce by mass production methods and it is in the supply of such goods that Great Britain finds a market. Among other articles imported in the manufacture of which Great Britain specializes may be mentioned textiles, woollens, cutlery, high-speed steel articles, china, silverware and sporting goods such as fishing tackle. The import, distribution and sale of these articles require the services of a large number of persons working on the railroads, in warehouses, bonded truck companies, steamship lines, transportation agencies and freight forwarding companies.

"The importance of Michigan in this scheme of things is great. Every February, business men from the state travel on visas presented to them by the

British Consul at Detroit to visit the British Industries Fair—the largest national trade fair in the world. This is only one of many indications that Detroit, a city grown to greatness in three decades, has already become 'internationally minded'. Let her now increase her trade and importance by developing the distribution and sale of imports. This is a line of development which has been somewhat neglected in the past but which Detroit cannot afford to overlook. The proximity of Canada and the friendly feeling which has always existed here between our two countries have prepared the ground for an expansion of mutually advantageous trade. Let us now go ahead with that confidence in the future that has so often been expressed by Detroit's leading executives."

HINCHMAN AND O'DELL ON STATE PLANNING BOARD

Reorganization of the Michigan State Planning Commission has resulted in the appointment by Gov. Frank D. Fitzgerald of Theodore H. Hinchman as a Detroit representative. He was selected by Mayor Frank Couzens.

Mr. Hinchman is well known as an architect and treasurer of Smith, Hinchman & Grylls, Inc., Detroit architectural and engineering firm. He is a director of the Detroit Board of Commerce.

The Planning Commission is charged with the supervision of Michigan's effort to secure an equitable share of President Roosevelt's proposed public works program. Headquarters are at 1124 Fisher Building, Detroit. Gregory V. Drumm is executive secretary of the Commission.

O'Dell Also Appointed

Complaint is made by H. Augustus O'Dell, director of the works division for the Michigan Planning Commission, that many of the smaller communities



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have been lax in setting up projects. The commission was appointed by Governor Fitzgerald to make certain that Michigan would get her proportionate share of the proposed \$4,880,000,000 public works program through the presentation of a number of sound projects to Washington.

The larger cities, O'Dell stated, have been active in preparing definite work projects. Communities seeking advice of engineers, architects and other technical experts in connection with formulating projects, are asked to communicate with O'Dell's staff, 1164 Fisher Building.

U. OF M. COLLEGE OF ARCHITECTURE TAKES FIRST PRIZE

Word has been received by the College of Architecture that the Michigan team has won first prize of three hundred dollars in the recent competition conducted by The Association of the Alumni of the American Academy in Rome.* This competition was open to groups of students in all American schools, each team consisting of an architect, a painter, a sculptor, and a landscape designer. The problem involved the design of a museum of natural history, its landscaping, and appropriate mural painting and sculpture. Professor Roger Bailey of the College of Architecture had general charge of the project, Assistant Professor George G. Ross being the critic in landscape design.

The purpose of the problem was to bring about collaboration between students doing creative work in allied fields.

The Michigan team consisted of: Rudolph A. Matern, Woodhaven, L. I., N. Y., in Architecture; Donald B. Gooch, Bloomington, Mich., in Painting; Jane H. Higbie, Ann Arbor, Mich., in Modelling; Richard I. Levin, New Rochelle, N. Y., in Landscape Design.

*Cornell placed second, with Yale third.

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Note: The following was clipped from the column of Ted Cook in the Detroit Times and forwarded to the Bulletin by Wirt Rowland. We are sorry to be unable to reproduce the pictures. In the upper left hand corner there appeared a one-car cement block garage. Below there was a glorified example of a ginger bread "Cape Cod Gothic" residence.

This article is a contribution to the campaign of Certified Architects, to induce people to modernize their homes. Upper left shows the unattractive cottage of Tilford B. Sedletz before a Certified Architect took charge. Just four walls, out of plumb, and with the scales falling off at the corner. The large picture shows the result after a Certified Architect had remodeled the place into a cozy Gothic farmhouse made of Indiana limestone. Note the pleasing effect of the cathedral entrance, instead of the unsightly board and bat door of the original house. Also notice how the monotony of the roof line has been altered and beautified with appropriate scroll saw decoration. The architect also wisely moved the original cottage from the dreary cranberry bog district of New Jersey to the top of beautiful Mount Hood, in pine-carpeted Oregon, where the view overlooking Hawaii is both inspiring and inspiring. Let a Certified Architect suggest changes for your home. The cost will surprise you.

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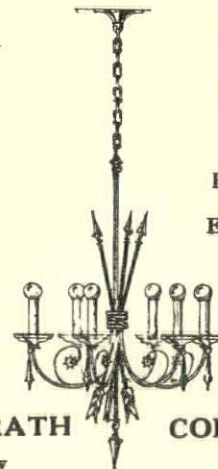
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The explosion by H. Van Buren Magonigle in the November Pencil Points over the condition in which the architectural profession finds itself, has had repercussions by Louis LaBeaume in the Dec.-Jan. I. S. A. Bulletin, by William L. Steele in the December American Architect and by replies appearing in the December and January numbers of Pencil Points. An official confidential report to the membership of the A. I. A. the first week in January makes reply to strictures aimed by Mr. Magonigle at the Institute's conduct. No mention of Magonigle nor his "address to the Romans" is found in the report.

Many are the diagnoses submitted.

Are we not unduly fearful that architecture has left the architect and passed to other hands? With economic recovery, may we not reasonably expect that the competent and efficient architect will automatically assume his rightful place in the sphere of building activities? His rightful place is not that of promoter and financier. The architect must have clients that believe in him as designer and constructor of buildings. The field is restricted to a limited number. Unpromising and unfit candidates should be discouraged unhesitatingly in the beginning, thus turning them to some more fitting pursuit.—Illinois Society of Architects Monthly Bulletin.

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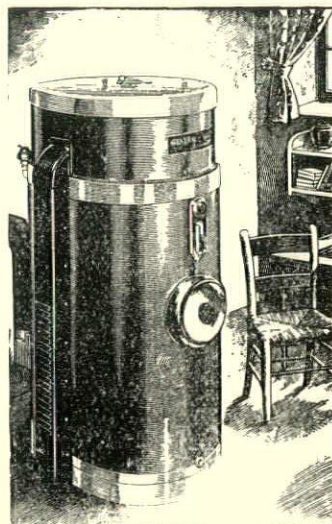
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H. Augustus O'Dell
N. Chester Sorenson

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Vol. 9

DETROIT, MICH., FEBRUARY 19, 1935

No. 8

CONVENTION PLANS MADE

President Ditchy Names Committees; To Be In Connection With Little World's Fair

Details of the Twenty-First Annual Convention of the Michigan Society of Architects were furthered last week when Clair W. Ditchy, president of the Society at a board of directors meeting announced the appointment of chairman of committees on arrangements.

From all indications the 21st will out-distance all others from the standpoint of interest and appeal. This means attendance as well. There are several reasons.

Appeal to Up-State Architects

The convention for the first time in history will be held in March instead of February. This should bring a larger attendance from up-state members as the roads should be clear and spring just around the corner. Better days will also be around the corner, for the theme of the convention will be "The Better Small House." The convention, which will be held in Detroit on March 15th and 16th will

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, February 19th, 12:30 p. m.

be in conjunction with the Better Housing Program and the Detroit and Michigan Exposition sponsored by the Federal Housing Administration. The Exposition is being held at Convention Hall, Detroit, from March 9th to 17th.

Committees Named

President Ditchy has appointed the following committee chairmen: General Chairman, N. Chester Sorensen; Hotel, George F. Diehl; Reception, Alvin E. Harley; Resolutions, Richard H. Marr (chairman), N. Chester Sorensen, Fred Beckbessinger, Dalton R. Snyder, Clarence L. Cowles, George M. McConkey; Program, Frank Eurich, Jr.; Publicity, Talmage C. Hughes (chairman), Roger Allen, William D. Cuthbert; Registration, Andrew R. Morison; Materials, LeRoy Lewis (chairman), Clarence Grather; Entertainment, George J. Haas (chairman), Frank H. Wright.

At Down-Town Hotel

The convention will probably be held at a downtown hotel where all business sessions and other functions will be scheduled. A visit will be made to the Demonstration Houses in Washington Boulevard and to the Exposition.

Program Outlined

Registration will begin Friday morning, March 15th, followed by the opening business session. A luncheon will be held at noon. Friday afternoon will be devoted to inspection of the Demonstration Houses and Exposition. Friday evening an architect of national prominence will speak and broadcast over the radio.

Star Chamber Session

Saturday morning will be devoted to a Star Chamber session to discuss the business of the small house. On Saturday afternoon Lancelot Sukert will speak on the architect's connection with FHA, and proper standards and requirements for plans and specifications on such work.

Committee Reports

According to custom all reports of officers and committees will be published in the Convention Number of the Weekly so that delegates may come to convention with some idea of what has taken place during the past year and further to facilitate the business sessions. These reports will be acted upon as a whole instead of taking time for reading and passage. Chairmen of committees are urged to cooperate by sending in reports as early as possible. As the Bulletin has to go to press some time before the convention date committee chairmen will confer a favor by taking this as official notice to file reports with the Bulletin. Committees and chairmen follow:

Membership, A. R. Morison; Entertainment, Louis Kamper; Education, Emil Lorch; Registration and Legislation, Walter E. Lentz; Public Affairs, Alvin E. Harley; Practice, Fred Beckbessinger; Architects-Contractors Joint Committee, Lancelot Sukert; Detroit Building Code, Clair W. Ditchy; Publicity for the Profession, Richard H. Marr; Committee to Cooperate with City Plan Commission, G. Frank Cordner; Architects' Charges, H. H. Turner; State Registration Examinations, Wirt C. Rowland; Representative on Board of Allied Construction Industries, H. A. O'Dell; Representatives on Detroit Board of Commerce Governmental Committee, H.

(Continued on Page 4)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Mason P. Rumney, President; H. Eugene Webb, Vice-President; Albert Beever, Vice-President; Claude Filer, Treasurer; Edwin J. Brunner, Secretary.
 Directors:—Gage Cooper, Herman Banbrook, Leo Rowley, Edward Leavenworth, Walter Trowell
 433 Penobscot Bldg., Randolph 5500 Edited by E. J. Brunner

Scott Ortman, Inc.

Scott Ortman, one of our newest members, sends in an item about himself. We wish more of our members would realize that we welcome items to fill this page.

The firm of Scott Ortman Inc., Scott president and Betty Ortman secretary, handle Yankee Fiber Tile, a sheet tile for modernization work or new work on bathrooms and kitchens. They also handle Brickote and Glasiron; also a swivel window easily washed from the inside; and Briggsteel sinks and General Electric refrigerators and sinks and linoleum.

Jim Hemstreet

One of our best golfers and hard workers, formerly with Parker Bros., is now with Koenig Fuel and Supply.

Bricks vs. Pigs

Last year we slaughtered innumerable (or approximately that many) pigs in these United States to prevent overproduction. It was a recovery measure. Regardless of the soundness or lack of soundness of the program, IT WAS DONE.

Last year innumerable used bricks were used in Detroit construction. They should have been SLAUGHTERED. They should have been used to fill waste spaces.

It is very doubtful if anyone reaped any permanent benefit because those bricks were used except a few salvage concerns.

An owner who submits to used brick encounters spalling and other deficiencies. A lengthy brief could be written on the subject of lack of economy in using used brick, used lumber and some other used materials. Used plumbing, used trim, used this and that is rarely an economy.

But to use such materials last year was more criminal that "bootlegging pigs" because after all the pigs which did escape slaughter were not used pigs and did not produce second hand hams or sausage.

As a recovery measure in addition to the fact that we would get better construction we should forego use of salvaged materials.

And now having set this before you we raise the pertinent question of whether it will be practical and advisable for the industry to take steps so that in our city we shall not use reclaimed brick and some other materials.

We cannot approach the problem as one of building code authority because there is only a concern for structural strength and kindred qualifications.

But would it not be practical for the industry to get together and draw up a logical brief on the whole subject of used materials attacking from the standpoint of forbidding their use as a recovery measure and then presenting this in forcible and proper manner to the proper powers that be.

Here, then, is a chance for your reaction. We purposely have not gone into long detail on the subject. We, in fact, do not know where the industry stands upon this subject. We know where we think it should stand, but after all that is a question for the industry to decide and now you have the chance.

You have the chance to speak for the materials you are interested in.

You have a chance to speak as a member of the branch of the industry you are in. You may be able to present a case against any such move as we suggest. It is up to you.

To the architects we would say that it is particularly your chance to come forth on this subject.

Let us pile in the evidence pro and con. It may or may not develop into anything. If it does develop it will be because you take interest. Enough interest will merit a meeting of the interested parties.

COMPETITIONS COMMITTEE ACTIVE

The Competitions Committee of The American Institute of Architects has been most active during the past year and have to their credit many accomplishments.

Edgerton Swartwout, chairman, is a most able leader. He also has a man of action as vice-chairman in Branson V. Gamber. Although Mr. Swartwout has just returned from Europe the committee has not lacked for leadership. This committee through its vigilance and constructive work has been able to get a \$2,000,000 job in the competition column.

Also as a result of this committee's work competitions will be held for the Federal Reserve Bank in Washington.

THUMB TACK CLUB LIFE CLASS

The Thumb Tack Club announces the beginning of a Life Class Tuesday, February 19, at 7:30 P. M.

The class will meet every Tuesday evening thereafter until further notice.

CLASSIFIED BUILDING TRADES

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GRACE HARBOR LUMBER CO.—Four Yards,
 Hogarth 4913.

HURD LUMBER CO.—6425 W. Vernor High-
 way, Vinewood 1-4120.

RESTRICK LUMBER CO.—1000 West Grand
 Blvd., Lafayette 0500.

F. M. SIRLEY LUMBER CO.—6160 Kercheval
 Ave., Fitzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave.,
 Temple 2-6660.

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 Bldg., Cadillac 5646.

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ARCHITECTS' REPORTS

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, completed about March 1. Bids by invitation.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Drawings on Dearborn P. O. submitted for approval at Washington, week of Feb. 4.

Diehl, Geo. F., 120 Madison Ave., CH. 7268.—Mason and concrete work, Culbertson & Kelly; carpentry, N. DeBoar; structural steel and stairs, Acorn Iron Works; aluminum work, Moynahan & Son; glass, Toledo Plate & Window Glass Co.; plastering, N. DeCample; plumbing, heating and ventilating, Jack Levine; Neon sign, Flasher Neon Co.; electric wiring, Checker Electric Co.; sprinkler system, Detroit Independent Sprinkler Co.; store fixtures, Frank M. Pauli.

Same.—Alteration to show windows, Goodwin's, 44 Gratiot. New glass, macotta, corner bars, flooring. General contract let to Fullerton Construction Co.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Bids due Feb. 18.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Contract on alteration to First Unitarian Church let to O. W. Burke Co.

Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

Jameson L. B., 8581 Jos. Campau, MA. 9672.—Preparing plans for addition to undertaking parlors, 12057 Gratiot. Bids will be asked about Jan. 30th.

Same.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—City Hall, Benton Harbor, Mich., under construction.

Same.—Preparing sketches for library at Plymouth, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Contract for underpinning on First Presbyterian Church let to Detroit Underpinning Co.

Same.—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Same.—Plans for Redford Lutheran Church completed about March 4. Size 32x68, full basement, auditorium.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 4. To replace building destroyed by fire.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Same.—Plans for factory building completed. Owner and location withheld. Bids by invitation.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham, Kalamazoo, Associates.**—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Plans for alteration to building for filling station to be completed about Feb. 28.

Tilds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Remodeling of Brewery, Davenport, Iowa. Work under construction.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in February.

Same.—Plans for 3 store building, 60x60, Woodward Ave., ready Feb. 15.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Plans for alteration to Help's Dining Room, Michigan Home and Training School, Lansing, Mich. finished.

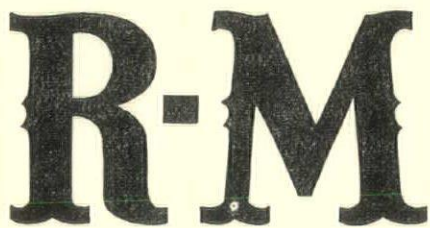
Same.—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

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DETROIT, MICHIGAN

CONVENTION PLANS MADE

(Continued from Page 1)

A. O'Dell; Councillors to Associated Technical Societies, Frank Eurich, Jr.; Representative to Detroit Building Congress, H. A. O'Dell.

Joe Stewart Again Available

As usual, Joseph B. Stewart of the Republic Brass Company, 415 Brainard St., our old stand-by, will be in charge of attendance. He will also deal with those who do not attend as Joe makes all of the points East and West. He has promised that this number will be no exception to the many others on which he has worked. When you see Joe coming don't make excuses but just say that you will be there.

Information Booth By Gamber

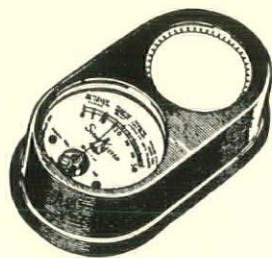
The Information Booth at the Exposition, a focal point for architects, is being designed by Branson V. Gamber. It is to be an enlarged replica of the FHA emblem which is a small house in a circle. The house will be large enough for an architect to occupy and pass out pamphlets at ten cents each, and while the pamphlets are beautifully prepared by The American Architect and entitled "When You Build" George Haas says they have the architect right where he belongs—passing out pamphlets at ten cents apiece.

Approved Materials

The Exposition management have agreed to have a committee on materials appointed by the M. S. A. to pass on materials on display. A plaque bearing the seal of the Society and "Approved Material" will be issued to those selected by the committee.

Booth Competition

Three members of the Thumb Tack Club placed first, second and third in a competition for the

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There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

design of a uniform scheme for booths. They were in order: Louis Edwards, Malcolm R. Stirton and H. Hartman. Nine designs were submitted.

The M. S. A. is cooperating with the Exposition toward making it the best from every standpoint ever held in this section.

ARCHITECTS WORK WITH BETTER HOUSING COMMITTEE*Exclusive to Weekly Bulletin*

From Detroit Better Housing Program Committee
17 Cadillac Square
Cadillac 4380

Revival of building, first through repairing and modernization of existing buildings and later by new construction with funds to be released through the Federal Housing Administration under the second section of the National Housing Act, will help all having goods or services to sell and lift the durable goods industries back to the place where they belong.

The aim of the Detroit Better Housing Program Committee is to revive building in the Detroit area and, for several months past, it has concentrated on the modernization of existing homes.

Day in and day out 200 Committee Members have been calling at homes in Detroit obtaining information on every home, this information being turned over to Architects and Building Supply Dealers. Up to the present time approximately one-third of Detroit has been covered and the work will be continued until the entire municipality has been thoroughly canvassed.

This work is being done under the supervision of Edward G. Heckel, manager of the Housing Committee.

"We believe we are doing a great work for the building industry and for home owners," Mr. Heckel said. "Naturally, we desire to be of service to all connected with this industry. However, we have a greater concern in enabling home owners to go ahead with much needed repair work and make their homes more livable—in fact allow them to take the utmost comfort in their homes.

"Naturally we are very much pleased at the whole-hearted way in which the architects of Detroit have come forward with their services and they have been of the greatest aid to us in our work."

The Program Committee has many plans for the future in the way of bringing home to the people by actual demonstration just how they can modernize their homes under the National Housing Act. Also the building of a new home under government specifications.

When the committee decided to lay out a complete program, almost the first called in were the architects for, without them, the committee would not have been able to do the work it has already accomplished.

Federal surveys show that no fewer than 13,000,000 buildings in the United States are in need of what may be termed minor repairs, with 3,500,000 requiring everything from new foundations to new roofs. Detroit, of course, has its fair proportion of these down at the heel buildings, not only in the older areas but in the newer suburbs.

It has been estimated from records of the Building Department in Detroit, that at least \$40,000,000 could be spent on alterations and repairs on buildings. During the years of 1930 and 1933, inclusive, the money spent in alterations and repairs dropped faster than the number of such jobs.

That the Detroit Better Housing Program Committee has been doing an efficient job is indicated by the fact that more than a million dollars has already been loaned in Detroit for modernization work and the amount is constantly increasing.

No work is too small for the Committee to attempt. Recently a woman stepped into the Committee's offices at 5 in the afternoon. The boiler in the heating plant of her home had given out and it was impossible to operate it. The committee got busy with the result that workmen were installing a boiler at 9 o'clock the next morning. The job was installed and in complete operation at 5 o'clock in the afternoon.

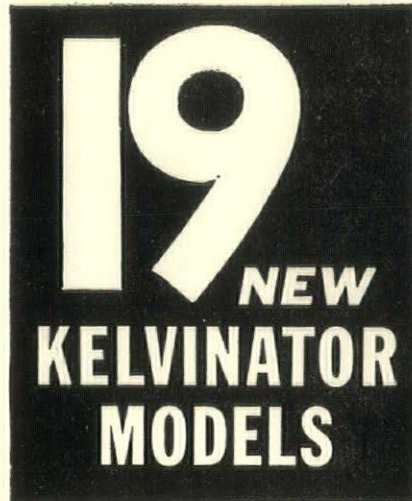
It is believed that the program for modernizing Detroit homes is one of the most progressive ever attempted in the city.

In addition to its activities the Detroit Better Housing Committee is having a large part in the Detroit and Michigan Exposition to be held in Convention Hall, March 9 to 17, when a complete building section displaying all building products will be shown.

The beautiful information booth which will be in the center of the section was designed by a Detroit architect, and will be their headquarters as well as ours at the "Little World's Fair."

SOUTHERN OAKLAND COUNTY ARCHITECTS ORGANIZE

The first meeting of the Southern Oakland County Association of Registered Architects cooperating with the Federal Housing Administration, Better Housing Committee in this section met in the Codling Building at Third and Main Streets, Royal Oak, Mich. at 8:00 P. M. this evening.



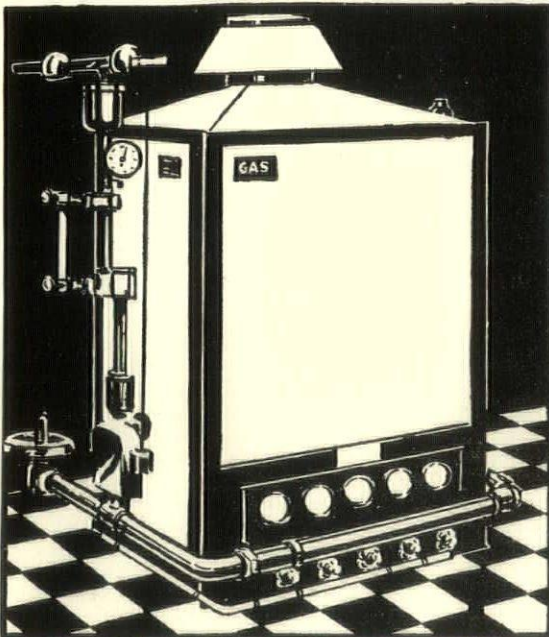
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BRANCHES:

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Hamtramck—11601 Jos. Campau
Wyandotte—3013 Biddle Avenue
Dearborn—22113 Michigan Avenue

The meeting was called to order and the following officers were elected:

President, Harry White; Vice-President, Malcolm Wetzel; Secretary, H. R. Hoffmaster; Treasurer, Howard A. Ladue.

It was agreed that any Architect registered in the State of Michigan, residing or maintaining an architectural office within the boundaries of Royal Oak Township would be eligible for membership in this association.

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WEDNESDAY—THURSDAY FEBRUARY 20—21
Tom Brown in "Bachelor of Arts"

FRIDAY—SATURDAY FEBRUARY 22—23
Warner Baxter in "Hell in the Heavens"

Sat. 11 P. M.—Clark Gable in "It Happened One Night"

SUNDAY, MONDAY, TUESDAY FEBRUARY 24, 25, 26
Katharine Hepburn in "The Little Minister"

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WHOLESALE

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It was decided that hereafter each Saturday afternoon there would be an architect of this Association in the office of this Better Housing Committee in the Codling Building for the purpose of advising any person contemplating the remodeling of his present home or place of business, or the construction of a new home under the Federal Housing Act. There will be no charge for this service.

PRIVATE ARCHITECTS ON PUBLIC WORK

The following letter from Mr. Lee Black of Lee Black & Kenneth C. Black, Architects of Lansing expresses most clearly an issue in which architects throughout the country are vitally interested.

February 8, 1935.

Hon. Arthur H. Vandenberg,
Senate Office Building,
Washington, D. C.

Dear Sir:—

In connection with the bill appropriating \$4,800,000,000 for public works, we wish to call your attention to the desirability of so wording this bill that in States having registration laws, plans and specifications for projects involving the erection of public buildings should be prepared by a registered architect or engineer engaged in the private practice of his profession.

Whenever the erection of a building is proposed under the guise of providing "unemployment relief" the tendency is to assemble a corps of draftsmen, designate one of them as the "boss" or "supervisor" and proceed to turn out the plans and specifications as part of the relief program. In other instances persons have been engaged to do the architectural work simply because they happen to be a relative of "someone on the council" even though they have not complied with the registration laws of their state. The method of handling the new city hall at Albion is a case in point with which you are probably familiar.

Any public building becomes, as soon as it is completed, a drain upon the community for maintenance, and if the building is badly planned, if its construction and equipment is poorly engineered, and if it is badly built, this bill for maintenance will naturally be higher than if it is properly executed. What better way is there to guard against poorly designed and badly executed projects than to provide that this work must be done by persons registered under the laws of the state as qualified practitioners of their profession?

As a matter of fact, whenever a construction project is contemplated drawings must first be made. Someone must supervise the design and engineering of the buildings proposed; someone must supervise the preparation of the drawings; someone must hire draftsmen to actually make the drawings; and someone must supervise the erection of the building from those drawings. Furthermore all these men must be paid from some source and obviously there are only two sources. First, direct pay by the relief administration under the plan outlined in the third paragraph of this letter or, second, by the architect or engineer whose professional services are engaged by the governmental unit involved. If the first plan is followed then those of us who have struggled against adversity to keep our offices open for the last three years might as well go out of business, while if the second plan is adopted we can hire the draftsmen and the work can be executed under the name of a responsible firm.

Reduced to its essentials it will take as many men to draw the plans under one system as under another and it will take as many men to build the building one way as another, but in one case the government will be preserving the responsible elements of the building industry in their key places while in the other they will be delivering a death blow to the private practice of Architecture, Engineering, and Contracting.

We fail to see how any good can come from this latter course. The experience of many communities under CWA on construction projects conclusively demonstrates the need for responsible direction of all planning and construction activity and any man will naturally feel a greater degree of responsibility if the work is executed in his own office under his own name, with the result reflecting his own professional reputation, than he will if he is merely a regimented "supervisor" working on relief. Furthermore the draftsmen themselves, being well educated and technically trained men, would much rather work for an established firm than under a boss who, like themselves, is "on relief."

In view of these facts we would like to see the amendment referred to in the attached clipping adopted, together with a further amendment providing substantially as follows:

"No money appropriated under this act may be used for the purpose of preparing plans and/or specifications for any project to be used by a State, City, County, or other governmental unit, but all such plans and/or specifications shall be prepared at the expense of the governmental unit applying for funds under this act. Further, in States having laws which provide for the registration of Architects and Engineers, no project involving the construction of a building of any nature shall be eligible for participation in the fund created by this act unless the plans and specifications therefor are prepared by an Architect or Engineer who is duly registered and is practicing his profession in the State where the project is located."

For example, if the city of Lansing should request funds for a new city hall, why shouldn't they be required to have the plans prepared at their own expense? And why, in preparing those plans, shouldn't they be required, as a condition for approval of their application for funds, to employ the services of a registered architect as provided by the laws of the State of Michigan? With such an arrangement it would be possible to provide relief and at the same time maintain the individual in private business.

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When this bill comes up for consideration in the Senate, we earnestly hope that you, as an avowed advocate of the preservation of private business initiative, will take a leading part in the fight to preserve for private business those functions which experience has proven can be executed most effectively and efficiently by the men now engaged in the private practice of their professions. And as a part of that fight, we hope you will favorably consider the introduction of some such amendment as we have outlined above.

Respectfully,

Kenneth C. Black.

UNIVERSITY 1-3878

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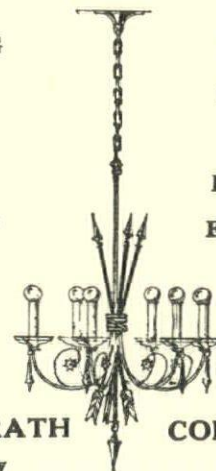
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C. GRANT LA FARGE SPEAKS IN DETROIT

A joint meeting of the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects was held at the Wardell Apartments on Thursday evening, February 14th. Some twenty-five architects and guests, including ladies, were present at dinner.

The occasion was in honor of Mr. C. Grant LaFarge, F.A.I.A., of New York.

Following dinner the meeting adjourned to the Detroit Institute of Arts where Mr. LaFarge delivered a lecture to a well-filled auditorium.

His subject was, "Architecture and the Industrial Arts in relation to Education and the American Public."

Mr. Clair W. Ditchy introduced the speaker. Mr. LaFarge came immediately to the meat of his subject by stating that there is no such thing as an art which exists solely for itself. "The arts are all inter-related," he said, "and give life to each other."

This inter-relation of design, Mr. LaFarge stated, is the basis of architecture.

The speaker illustrated a part of his lecture with lantern slides and touched upon "functionalism," that term brought so prominently into play through the modern style. While he gave some good examples of the latter he also stated that the sculptured ornament on Gothic architecture is just as functional as the cantilevered over-hang or the window that goes around the corner, functional he said, because it is a part of the building and could not be taken away without losing much in design.

WILL JUNK TROCADERO, WHILE EIFFEL STAYS ON

The famous Trocadero in Paris is slated for the junk pile, The Literary Digest reports. Renowned for years as one of the ugliest public buildings in Europe, it was erected for the Paris exposition of 1878 as a permanent monument to architectural taste. Whereas the Eiffel Tower, just across the river, put up for the exposition of 1889 and considered at the time an "esthetic atrocity" to be torn down with the passing of the exposition, is now discovered by architects to have a "peculiar esthetic charm"—confirmation of the French proverb that "only the temporary endures." Incidentally, the Eiffel Tower, long a wireless station, now has a giant illuminated thermometer, 984 feet high, whereby the surface temperature of Paris may be read at night for miles around.

TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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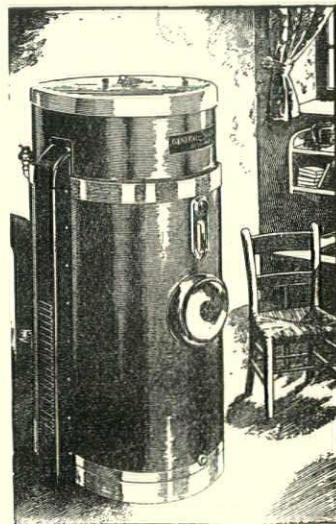
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WEEKLY BULLETIN

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Vol. 9

DETROIT, MICH., FEBRUARY 26, 1935

No. 9

TWENTY-FIRST CONVENTION TO BE AT FORT SHELBY

Candidates Nominated; Voorhees To Speak

Clair W. Ditchy, president of the Michigan Society of Architects at the last Tuesday noon meeting named as his nominating committee Messrs. A. R. Morison, Richard H. Marr, and Dalton J. V. Snyder. Members present elected another committee consisting of Messrs. Alvin E. Harley, Wells I. Bennett and Frank H. Wright.

The result of their deliberations were as follows:

For President, Clair W. Ditchy; for Vice-President, Emil Lorch of Ann Arbor and David H. Williams, Jr. of Detroit; for Second Vice-President, William D. Cuthbert of Ann Arbor and Harry L. Mead of Grand Rapids; for Third Vice-President, Russell A. Allen of Jackson and Frederick Beckbissinger of Saginaw.

For Secretary, N. Chester Sorenson and Frank H. Wright of Detroit; for Executive Secretary, Talmage C. Hughes of Detroit.

March 15, 1935, and the Chairman of the Members' Committee is Alvin E. Harley, 1507 Stroth Bldg., Detroit.

(Continued on Page 4)

PRODUCERS—ARCHITECTS ANNUAL MEETING

Detroit-Leland Hotel

Thursday, February 28th

DINNER AT 6:30 P. M.—\$1.00 PER PLATE

The Producers' Council Club of Michigan will hold its Annual Meeting together with the Detroit Chapter of the American Institute of Architects on Thursday evening, February 28th. Dinner will be served at 6:30 P. M. at one dollar per plate.

Reservations should be made with P. R. Marshall, president of the club at 3311 Dunn Road, TRinity 2-4400, the office of Aluminum Company of Michigan.

C. William Palmer, president of the Detroit Chapter, affiliate of the Producers' Club, urges a full attendance of architects. All architects regardless of affiliation are invited.

Those who have attended Producers' meetings in the past will recall the splendid programs which they have held.

A speaker of prominence will be engaged and this will be no exception to the many interesting Producers' meetings which we have attended.

Let's show our appreciation with a representative attendance.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, February 26, 12:30 p. m.

For Directors the following were nominated: August W. Balle, Detroit; Wells I. Bennett, Ann Arbor; Lee Black, Lansing; G. Frank Cordner, Detroit; Frank Eurich, Jr., Detroit; Branson V. Gamber, Detroit; George L. Harvey, Port Huron; W. E. N. Hunter, Detroit; Hugh T. Keyes, Detroit; Walter E. Lentz, Detroit; Amedeo Leone, Detroit; William G. Malcomson, Detroit; Richard H. Marr, Detroit; H. Augustus O'Dell, Detroit; and Henry H. Turner, Grand Rapids. From the 16 nominated 8 will be elected.

By-laws provide that other nominations may be made if signed by any two members in good standing and mailed to the Chairman of the Members' Committee at least five days before the date of annual meeting. The date of the annual meeting is

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 Directors:—Gage Cooper, Herman Banbrook, Leo Rowley, Edward Leavenworth, Walter Trowell
 439 Penobscot Bldg., RANDOLPH 5500 Edited by E. J. Brunner

Prepared for Work

At the February 19th meeting of the Board of Directors of the Builders' and Traders' Exchange president Mason P. Rumney announced and the board ratified the appointments of the following men for the various standing committees provided for by the by-laws of the organization:

Committee on Legislation and Public Relation; Edwin Krieghoff of Krieghoff Company, Chairman, Herman Banbrook of Banbrook Gowan Co., Edward Glanz of Glanz Killian Co., Vern Taylor of Concrete Steel Fireproofing Co.

Committee on Finance; Herman Clafehn of Albert Albrecht Co., chairman, Edward Horning of Detroit Lumber Co., Dr. Julius Clippert of William Clippert Brick Co.

Committee on Room and Rules; John Busby of John Busby Co., chairman, George W. Auch of Geo. W. Auch Co., Fred Anderson of Inglis Wire and Iron Co.

Committee on Membership; Gage Cooper of Cooper Supply Co., chairman, Jess D. Stoddard of Detroit Testing Laboratory, Thomas W. Murray of Huron Portland Cement Co.

Committee on Entertainment; Albert Beever of Beever Plastering Co., chairman, William F. Seeley of Western Waterproofing Co., golf chairman, Fred Sumner of Detroit Lumber Co., picnic chairman, N. Rivard of Des Lauriers Metal Products Co., bowling chairman, Walter Trowell of Trowell Construction Co., smoker chairman.

The president of the Exchange is ex officio a member of each committee and the secretary of the Exchange is in officio a member of each.

Each of these committees has some hard work in store. The committee on legislation has a particularly wide field to browse in with all the state and national and even municipal deals, new deals, and redeals, not to say anything of all the passes, doubling and redoubling, revokes, penalties etc. One of its first tasks is on clarification of the definitions of the sales tax as applied to the construction industry. There is some unscrambling which needs to be done.

The finance committee you can tell just by reading the names is going to keep the ship on an even financial keel without inflation of the Exchange dollar. This committee is unchanged from last year and the chairman is entering his eighth year as chairman. The treasurer of the Exchange is ex officio a

member of this committee as well as is the president.

The room and rules committee is star chamber and their meetings are deep secrets—not even the president or the secretary knows about them.

The membership committee has a good start for the year. We have taken in to date one-fourth as many new members as all of last year. That leaves us 110 more to go to make the quota. The membership committee should have the active co-operation of every member. Report prospects to us, throw in a good word, put forth a bit of sales talk from time to time, and we can turn the trick.

The entertainment committee is always a hard working committee. Albert Beever, vice-president of the Exchange heads it up with many new ideas.

Bill Seeley, the golf chairman, enters his eighth year of hard, diligent effort which has really put our golf outings on the map in fine style.

Fred Sumner is a newcomer to the entertainment committee in name only. For the past three years he has turned out to be our main man to lean the picnic up against—and when you lean a boatload of 400 picknickers up against a man and he does not fall backward it is something.

N. Rivard is also a newcomer to the committee. We expect to bowl the coming bowling season. Our bowling experience of the past was decidedly successful until we abruptly stopped for reasons which have formed headlines in all the press—you know—the well known depression. N. Rivard is the man to bring back this manly sport.

Walter Trowell needs no introduction. He is on the board and takes a decided interest in every form of our entertainment.

Then there is going to be our fiftieth anniversary celebration which will bring out much news soon now.

Edwin Krieghoff, last year's president has been appointed general chairman for the celebration, and will announce his special committee soon.

Thus we are set for the year's action along many fronts. In each of our services to members, careful survey to bring about improvements has been made. There is every reason to believe that the Builders' and Traders' Exchange by the very virtue of its neutral position blanketing the industry can and will do more for the industry this year than ever before. But it takes the earnest support of the industry to bring this reality.

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ARCHITECTS' REPORTS

Chubb, John D., 109 N. Dearborn St., Chicago. Branch office, Nestor Bldg., Marquette, Michigan.—Preparing plans for grade school containing library, gymnasium and 12 class rooms. Owners, St. Mary's Parish, Rev. Fr. J. J. Stenglein, Pastor, Sault Ste. Marie, Mich. Cost about \$125,000. Closing date not yet set.

Same.—Preparing plans for 24 room grade school with gymnasium, known as the Chase Street Grade School, Negaumee, Mich. Subject to PWA funds. A. C. Hansen, president; N. G. DeGabriel, secretary, B. of E., Negaumee, Mich. H. S. Doolittle, Supt. of Schools. Estimated cost \$240,000, including addition of 3rd story to present Manual Training School to contain mechanical drawing, printing, editorial office, board and music room with rostrum and band practice room, etc.

Same.—Preparing plans for high school and manual arts building, Monroce, Ill. Cost about \$260,000. Contemplate PWA funds. Wm. Porter, president; Dr. E. G. Gibson, secretary; J. B. Sout, Supt., B. of E., Monroce, Ill. 18 class rooms, auditorium, gymnasium, cafeteria, offices, etc. Separate manual arts building to contain heating plant, agricultural, machine shop, etc.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, completed about March 1. Bids by invitation.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Drawings on Dearborn P. O. submitted for approval at Washington, week of Feb. 4.

Diehl, Geo. F., 120 Madison Ave., CH. 7268.—Alteration to show windows, Goodwin's, 44 Gratiot. New glass, macotta, corner bars, flooring. General contract let to Fullerton Construction Co.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Held over until March 6.

Jameson, L. B., 8581 Jos. Campau, MA. 9146.—Peter's Undertaking Establishment, 12057 Gratiot Ave., bids closed Feb. 13.

Same.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing sketches for library at Plymouth, Mich.

Meritt & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Same.—Plans for Redford Lutheran Church completed. Size 32x68, full basement, auditorium. Figures taken March 1. Bids by invitation.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 4. To replace building destroyed by fire.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Same.—Plans for factory building completed. Owner and location withheld. Bids by invitation.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Plans for alteration to building for filling station to be completed about Feb. 28.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Plans for residence 37x42 ready about March 1.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in March.

Same.—Plans for 2 story building, 60x60, Woodward Ave., ready March 1.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Plans for alteration to Help's Dining Room, Michigan Home and Training School, Lansing, Mich. finished.

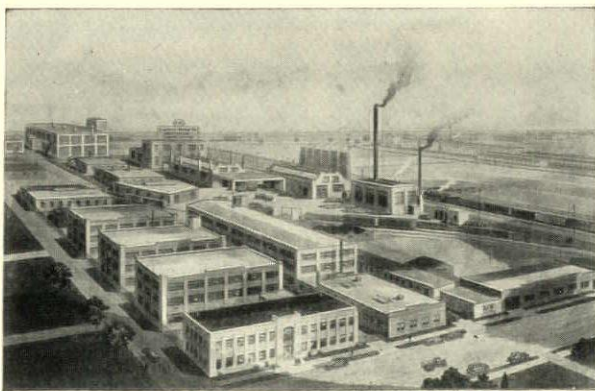
Same.—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. finished. To be figured in Lansing.

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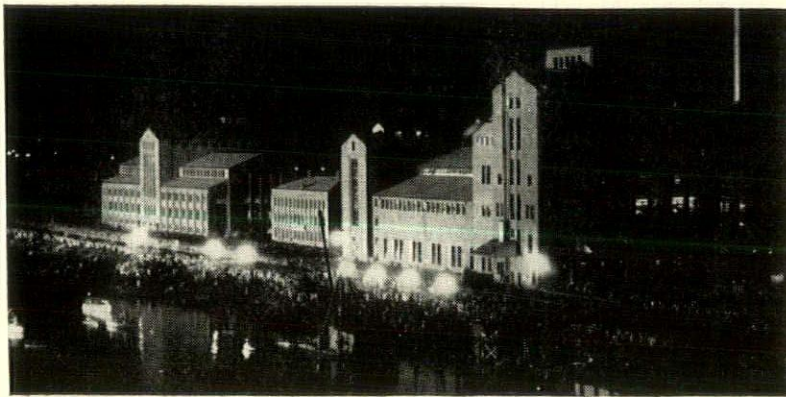
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TWENTY-FIRST CONVENTION TO BE AT FORT SHELBY (Continued from Page 1)

CONVENTION AT FORT SHELBY

The Hotel Committee in charge of George F. Diehl reported to the General Chairman, N. Chester Sorensen, and it was decided to hold the Convention at the Fort Shelby Hotel.

This should be no exception to the many successful annual meetings which we have held there in the past.

VOORHEES TO SPEAK

Stephen F. Voorhees, F. A. I. A., of the firm of Voorhees, Gmellin and Walker, Architects, of New York, has accepted President Ditchy's invitation to attend the Convention. He will be the principal speaker, probably on Friday evening, March 15th. He is chairman of the National Construction Code Authority and a most prominent figure in the profession.

THE PLAQUE IDEA

The M. S. A. plaque of approval will be placed on materials at the "Little World's Fair" selected by the committee headed by Alvin E. Harley. Joe Parduci, the sculptor, is now working on the plaques.

ODD AND HIS BATHROOM

O. O. McIntyre, newspaper and magazine writer, is known through his column to thousands of readers. He came from the little Ohio town of Gallipolis, where he wooed and wed the lady of his choice. More recent years have been passed in New York where Odd dug up interesting features of the metropolis and dressed them up for curious native New Yorkers, thereby enabling them to acquire some idea of their own bailiwick.

Now Mr. and Mrs. McIntyre are arranging a home in the little town where they lived years ago. Odd says it's not a new home exactly. The foundation stones were laid over a hundred years ago. The old place is to be made over and fitted up in 1935 style. In his own way, Mr. McIntyre tells of his anticipations of the delights of the bathroom in which he is going to spend a good part of the time. He keeps a memorandum pad on his night table, and awakening he jots down some new idea to increase the comfort and the beauty of that bathroom. He says it will be a dream of a place if he has to mortgage the old home to make it so. The memory of his tin tub Saturday night baths have always seared his memory with horror.

But no more of that. Not for Odd. Those nifty old Romans will have nothing on him when it comes to a bath and bathroom rich in grandeur, luxury, and comfort. We are for Odd. He has the reputation of being the best dressed man in New York. Now we see the beginning of a reputation of being the cleanest man in—well, the state of Ohio—anyway.—Mueller Record.

PETER RABID
In Grand Rapids Chronicle.

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WEDNESDAY—THURSDAY	FEBRUARY 27—28
Jean Parker—Charles Bickford in "A Wicked Woman"	
FRIDAY—SATURDAY	MARCH 1—2
May Robson—Fay Wray in "Mills Of The Gods"	
Saturday 11 P. M.—Ricardo Cortez in "I Am A Thief"	
SUN.—MON.—TUES.—WED.	MARCH 3—4—5—6
Wallace Beery in "The Mighty Barnum"	
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ANOTHER PROBLEM AND AN INTERVIEW

By Herbert G. Wenzell

Matters of more than depression-gauge interest are brewing that have to do with the architect. The depression will have spent itself but in the readjustment there are many who view the future position of the architect in the set-up with alarm. There are indications that justify anxiety.

Being to some degree familiar with these matters, and further as behooves a publicity man, having by devious and underhanded methods contrived to obtain secret information as to all the whys and wherefores, I was curious to know, before divulging authentic and important information, what some of my confreres thought of the situation in general. In short, what is the reaction of the average architect to the dilemma in which he finds himself? Is he fully apprised that a crisis exists?

I am, therefore, reporting herewith my interview with Mr. Palditch, an average architect. In this interview the astute and discerning will detect a decided opinion, directly expressed or subtly implied, to which I have come by the dangerously devious methods referred to above.

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Palditch has no office—not at present. Before 1930 his net income from his profession was between \$8,000 and \$12,000 a year. He gave employment to two draftsmen, a stenographer and a superintendent. He has a wife and three children; the oldest is ready for college. For the past two years he has been in the employ of the H. O. L. C.—average income, \$25.00 per week.

H.—“Do you read the Bulletin?”

P.—“Occasionally.”

H.—“Do you attend M. S. A. meetings?”

P.—“Not in four years.”

H.—“Do you expect to resume your practice?”

P.—“Were I to get a few good commissions I might—without an office, however, it is hardly probable that I will get the commissions.”

H.—“Assuming that there are several thousand in the same predicament, a problem is suggested. How do you think it will work out?”

P.—“Ask me another one. I notice that Claire hasn’t lost his optimism. Perhaps you have something on your mind which would be helpful.”

H.—“It’s a problem to me as well. But let me ask you another one. Do you think the architect, assuming the depression is over, will retain his position as a professional man?”

P.—“Obviously I hope so, but I can only hope. I see the opposite tendency. Yet, what is a fact today is fiction tomorrow. Somehow things don’t make sense.”

H.—“You haven’t read any of the current expressions of opinion in the architectural journals?”

P.—“No. I haven’t subscribed to a publication in five years. I have been rather homesick for the sight of an architectural journal. Only last week I pawed over some of the current numbers. It will take me six months to catch up with the new ideas. Design has certainly gone ‘modern’ with a vengeance. I didn’t read any of the articles, so what’s it all about? You’re supposed to disseminate.”

H.—“Well, in a nutshell, it’s this: Quite a few of our top-flight architects, the older ones with an ancestry, especially, are getting worried about the entire set-up of the profession and they are saying so in no uncertain terms. For two years the profession has looked to the Federal Government for recognition, for an opportunity to serve as professional men. This recognition has been withheld. On the other hand, plans and specifications for 100 buildings a month are being turned out by the Supervising Architect’s office in Washington. The personnel of that office has increased from 700 to 1600 within the past year. Max Dunning, personnel director of that office, has selected a group of 21 well-known architects to direct the work of preparing plans and specifications. They are in Washington on salaries and presumably have given up their private practice.

“H. O. L. C. and F. H. A. gave promise of professional employment. As you know, it is ‘anything but.’ Federal Housing has proved a complete fiasco so far.

“It seems, then, that the architect has lost, temporarily at least, the prestige and position which he has gained by nearly a century of effort in this country. If it is lost now, it is doubtful if it will be regained in the

certain event of readjusted conditions. These conditions represent progress."

- P.—"In the light of the precedent in Washington, it is very possible, of course, in the event that P. W. A. gets a new charter and ample funds, that Hamtramck and every other community will set up departments for the design of everything from dams to city halls."
- II.—"Entirely probable—and Ceres and Tobuck will employ all of the residence architects to design and superintend their prefabricated houses—at so much per week."
- P.—"Yes, the architect will be necessary—as a cog in the machine. So it would seem. Something might be done about it, at least something tried. Obviously, it would seem the agency is the A. I. A."
- H.—"Unfortunately, the A. I. A. represents but a fraction of the registered architects of this country. It is impotent in this crisis. In the case of the apparent socialization of the work of the Supervising Architect's office, the Treasury Department had, no doubt, excellent reasons for doing just that. Yet the harm which the act has done the profession cannot yet be estimated. The tendency to undermine the architect, the cutting of fees, the reduction to the ranks as government employees, are matters which should have been opposed by the entire profession, not by the A. I. A. working alone."
- P.—"Wouldn't it be possible to organize the profession—bring it up to 'war-strength' under the militant leadership within the A. I. A.?"
- H.—"Yes, if and when the architects could bring themselves to see the necessity. You told me a while back that you hadn't been to an M. S. A. meeting in three years. You have not shown an active interest in these problems at all."
- P.—"No, I haven't been to many meetings, but I have been perfectly aware of our problems. They are ancient history. Yet I believe the disregard of the Principles of Practice as laid down by the A. I. A. is basically the reason for this crisis as you call it."

"You want to be professional, yet you do the things which are quite contrary. You set up to be a salesman and promoter. You hold your ideas cheap, and slowly but surely they become cheap and ineffective. You lose your self-respect yet would assume the professional attitude. It can't be done. As I see it, creative ideas are still, and I hope always will be the peculiar genius of the architect. Those ideas may refer to a city-plan or a rug pattern. You may give these ideas gratis to anyone to use. That, of course, is your affair. But—and it is, or was, the case that my welfare and that of my family depended upon receiving an adequate return for ideas and their development. But the fact that you believed you could cut the price of your idea or present it in competition with mine, reduced the value of my idea and yours as well. In other words, you have cheapened your product to a point where if it has any positive value, that value is not appreciated, or you yourself are disinclined to produce a quality product."

"But, while I'm out of touch with the immediate problem, I believe that if anything is to be done it should be done at once. With leadership and all that it implies in Washington, what I suggest about 'war-strength' is not impossible. As I understand it, the A. I. A. has an active lobby in Washington. That lobby should be effective and should be

supplemented by a similar one in every state.

"The future of the building industry as now set up, depends largely upon the architectural profession. I don't think this is fully realized by the architect himself although the producers and the better class of building organizations are very conscious of the fact. They are aware that the architect is the keystone of the structure which they have prepared over a period of years. Given the opportunity, I believe they will assist the architect. But they will not unless he is thoroughly awake and knows what he is after."

- H.—"I wish a few thousand more like you could be induced to become articulate. Perhaps something could be done. By the way, there is the Convention of the M. S. A. in March. Are you going to attend?"
- P.—"I will be there, and I hope the subject you have brought up will be the keynote of the meeting. Certainly it will be more to the point than publicity at this time. When we get rid of some hindering notions and clean house, you'll have something to tell about."

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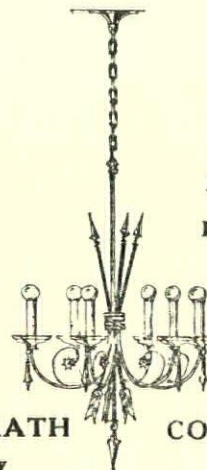
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H.—“I am, in a way, pleased to hear you say just that. The chairman of the Publicity Committee requires an excuse for inactivity. He has no wish to publicize the fact that the profession is prostrate, and being prostrate has passed the period of formulating useless resolutions to be sent to Washington. He is aware that there is a deplorable lethargy within the profession, that the members of the various bodies are disinclined to act, or demand action. In short, he believes that unless a unified profession becomes articulate in a very decided manner, very soon, the profession will no longer require publicity.”

CODE AUTHORITY LAUNCHES STATISTICS COLLECTION PROGRAM

The initial step in the distribution of 150,000 questionnaires to as many members of the construction industry, in connection with the Construction Code Authority's active program of collecting statistics, will be undertaken within the next two or three days when there will be mailed out thousands of schedules to members of the electrical, cement-gun, terrazzo and mosaic, resilient flooring and kalamein divisions of the industry.

The questionnaires, of which there is a special form for each division, have been kept very simple, so that contractors will not be unduly burdened in supplying this highly important information. They are the result of exhaustive study and consideration by the Code Authority's Research and Statistics Committee and Staff Statistician together with its outstanding group of Statistical Consultants. This group is composed of Thomas S. Holden, Vice-President in Charge of Statistics and Research of the F. W. Dodge Corp.; Dr. Isador Lubin, Commissioner of Labor Statistics, Department of Labor; Colonel Donald H. Sawyer, Federal Employment Stabilization Board head; and Peter A. Stone of the NRA Division of Research and Planning.

In addition, representatives of all the Governmental agencies interested in construction statistics have been called in for advice and opinion and the forms have been submitted to the divisional code authorities for suggestions and approval.

The information which is asked in the schedules includes, in brief, data on the amount of employment and its distribution according to types of projects and the volume of construction as of January, 1934, and January, 1935. The Federal government recognizes the need for this information and it is expected it will be of great usefulness in determining the allocation of the \$4,880,000,000 fund to be appropriated in the public works relief bill now pending before Congress. In all instances, the data asked will fill the present gaps in figures on the construction industry and supplement and bring up to date other compilations.

It is to the interest of every member of the construction industry to furnish information on employment from which can be developed a complete and comprehensive picture of the industry's operations, it was stated by Code Authority officials; each individual member is as important in determining the true status of construction as is his fellow contractor. Such a complete compilation can be used as a guide in determining policies for the benefit of each individual in the entire construction industry, it was declared.

The utmost care will be taken, when completed schedules are returned, to keep the reports of individual contractors strictly confidential. In no case will these reports be used for code compliance purposes so there should be no hesitancy among the members of the industry in submitting wage and hour figures taken from their books. To insure

absolute secrecy in this regard, provision has been made for detaching the signature on questionnaires as soon as they are received by the Construction Code Authority and before tabulation is made. Also, in accordance with the Code, individual reports will be used only in compiling totals for the entire construction industry.

RALPH A. MacMULLAN, Secretary
Temporary Coordinating Committee,
Construction Industry, Michigan.

MICHIGAN HOUSING ASSOCIATION

Farewell Luncheon to Mr. Walter H. Blucher, retiring Secretary and City Planner, Detroit City Plan Commission.

On Wednesday, February 27th, at 12:15 there will be a luncheon meeting at the Savoyard Club, Buhl Building, in honor of Mr. Walter Blucher, of our Executive Committee, who is leaving Detroit to become Executive Director of the American Society of Planning Officials with headquarters in Chicago.

Mr. Harold S. Ellington, our President, will preside, and Judge Robert M. Toms will be toastmaster.

Don't fail to phone Madison 7377 for your reservation—ACT NOW!

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LITTLE WORLD'S FAIR OF INTERNATIONAL IMPORTANCE

The Honorable Oswaldo Aranha, Brazilian Ambassador to the United States and Major H. F. Heywood, commercial secretary of the British Embassy are among a number of diplomatic attaches at Washington that will attend the Foreign Trade Day program of the Detroit and Michigan Exposition.

Their official acceptances to an invitation to attend the trade program which is scheduled for Tuesday, March 12, were received last week. This day has been set aside as a feature of the Exposition to show Michigan's importance in producing commodities of world wide usage. The Exposition will be held at Convention Hall, March 9 to 17.

Although invitations were mailed but four days ago, a number of acceptances have been received not only from attaches but from trade executives as well, including in the latter, A. F. Frank, Vice-President and General Manager of the Studebaker Export Corporation at South Bend. A communication from Francis T. Cole, Vice-President of the American Manufacturers Export Association, New York City, said either himself or Harry Tipper, Executive Vice-President of the organization, would come to Detroit for the occasion.

His Excellency, W. Morgenstjerne, Minister of Norway, has written Exposition officials that he would not be able to come to Detroit but that an official representative will be appointed for the event.

An invitation has been extended to the Honorable R. B. Bennett, Premier of Canada, at Ottawa, to be principal speaker on Foreign Trade Day. Premier Bennett has not yet replied to the invitation, officials said.

The consular corps and local trade heads in Detroit are forwarding the programme. The trade phase of the Exposition, according to the publicity committee of Foreign Trade Day, is receiving publicity in national and international trade papers.

An official dinner and Diplomatic Ball is being planned under the direction of the consular corps for the evening of Foreign Trade Day. Leslie Hughes-Hallett, British Consul at Detroit, has announced he will entertain approximately 100 guests at a reception and dinner in honor of Major Heywood.

The complete entertainment and speakers programme for the event is to be announced this week.

GEORGE J. HAAS WITH GIMCO INSULATION

George J. Haas, past president of the Michigan Society of Architects, has recently become connected with the Michigan Insulation Company, Michigan Distributors for Gimco Insulation, manufactured by the General Insulation Manufacturing Company.

The material is installed by the Blowing Method and was the first product to be so used. It is applicable to both old and new houses of all types of construction. Mr. Haas states that after investigating various insulation materials he was convinced that there was no better on the market than Gimco.

They also make a complete line of the Pad Type of insulation to go between studs and joists.

Gimco has been used in the 1935 Builders' Show House and the material is represented at the show.

Fuel savings by use of Gimco have ranged from 25% to 64% and decorations are preserved from 3 to 4 years longer.

Manager Saunders of the General Insulation Company did the first Insulation Blowing job in Michigan. The Company has pioneered in this field. Their offices are at 5305 Grand River Avenue, telephone Garfield 8008. Branch offices are maintained in all principal cities of Michigan.

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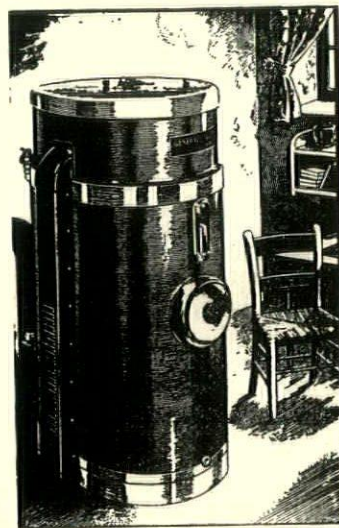
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